

POSITION DESCRIPTION

SENIOR GRAPHICS DESIGNER

mana.

Job Type: Full Time, Remote, APAC & EU Time Zone

OVERVIEW

Mana Sports and Entertainment Group (Mana Group) is seeking a highly skilled and creative Senior Graphics Designer to lead the brand identity and visual strategy for the company's programs and assets. The ideal candidate will be responsible for managing the design process from ideation to execution, producing visually striking event presentations, managing a direct report, and delivering marketing materials across print and digital channels.

WHO WE ARE

Mana is a growing global sports and entertainment management agency that is on a mission to deliver the best in sports and entertainment management built on boldness, authority and pride. We bring together the sports and entertainment worlds to create unforgettable experiences for fans and clients alike. Our team is made up of innovators, creatives, and doers who are dedicated to pushing the boundaries of what's possible. By working closely with our clients, we can create truly transformative experiences that captivate audiences and drive results.

Our business is organized into three key areas: events, media, and talent. In events, we specialize in creating unique and immersive experiences that engage fans and leave lasting impressions. We create and manage pro sports teams and leagues, and deliver unique world-class events and programs in Europe, Asia, Africa and Oceania. We have a deep understanding of what it takes to create successful programs, from the planning stages to execution, and we're committed to bringing our client's visions to life.

In media, we provide comprehensive rights consulting and development, production, and content services. We help clients maximize their revenue and exposure by developing and executing winning strategies that leverage the power of media. Whether it's securing broadcast rights, creating engaging content, or developing sponsorship packages, we work closely with our clients to achieve their goals.

Finally, in talent, we offer top-tier talent management services to athletes, entertainers, and media personalities. Our agents work tirelessly to help our clients achieve their goals, whether that's securing endorsements, negotiating contracts, or developing their personal brand. We understand that every client is unique, and we tailor our approach to meet their specific needs and goals.

WHAT YOU'LL DO

- Lead the structure and visual strategy of all collateral and assets produced for Mana projects and programs to ensure a consistently high-quality visual representation across all business units.
- Lead the design of the individual program and project brand guidelines, master brand asset development, and event look and feel programs.
- Create and maintain brand logos, brand marks, and brand guidelines.
- Lead all design projects from concept to delivery, create original artwork, and provide quality control and direction to junior team members.
- Lead the design of print materials including brochures, flyers, press/magazine advertising, and direct/CRM e-mail and mailers.
- Develop company presentations within PPT and contribute to their design.
- Lead the design of digital materials including displays, websites, social media, and e-brochures.

- Develop athlete profiles and brand development strategies.
- Lead the development of the look and feel strategy for Mana events and programs.
- Design commercial partnership prospectus documents in collaboration with the Commercial manager.
- Manage and mentor a direct report including Junior Graphic Designers and external vendors.
- Ideate and execute on-brand campaigns/artwork while communicating design rationale clearly and effectively.
- Produce marketing materials across print and digital channels, including brochures, direct mail, flyers, press, out-of-home, magazine ads, eDM headers and tiles, e-brochures, static and dynamic display banner ads, website banners, video content production, social media ads, and stories.
- Manage multiple projects of varying complexities and tight deadlines.
- Work with project teams to deliver consistent workflow and output across the varied design needs of the business and projects.
- Provide creative input into website development look and feel.
- Manage production to ensure deadlines and quality standards are met.

WHO YOU ARE

- 5+ years of experience in graphic design, preferably within sports, fitness, or brands.
- Strong proficiency in Adobe Creative Suite, PowerPoint, and Microsoft Office.
- Demonstrated ability to manage multiple projects with tight deadlines and varying complexities.
- Strong communication skills with the ability to articulate design rationale clearly and effectively.
- Experience managing and mentoring a direct report.
- Creative problem-solving skills with the ability to work independently and collaboratively.
- Ability to design and build HTML5 display and animated gifs.
- Video editing/animation skills (Adobe After Effects and Premiere).
- Knowledge of website design and development is a plus.
- Knowledge of production management is a plus.

HOW TO APPLY

Please submit an initial expression of interest via email careers@manaseg.com including your current CV, portfolio and a compelling cover email about you - and the impact that you can make on this role and the Mana business. Initial Expressions of Interest close Thursday April 6, 2023.